

Final Draft Report -
November 5, 2018

AF

Avent Ferry

Corridor Study

raleighnc.gov

CITY PLANNING



Raleigh

IMPLEMENTATION

This report outlines a unified vision for the corridor along with the related development and transportation planning to encourage a vibrant and delightful corridor. These recommendations will require the coordinated resources of the City, transit operators, utility providers, NC State University, and private land owners within and adjacent to the corridor. To build consensus and support for future implementation, this report was developed jointly with residents, businesses, stakeholders, and policy-makers through an input process that prioritized voices of influencers and those impacted by development decisions.



Discussion and understanding of private planning efforts is important to gauging the practical future of the corridor. Additionally, city investment has a broader reach and greater impact when combined with private development. Current land owners and area developers were partners throughout the planning efforts to aid in gauging the existing likelihood of development in each node and length of the Avent Ferry Corridor. Each development opportunity was evaluated to balance current market and demand within the region, required investment, scale of project, and projected political desirability. These anticipated private investment priorities are reflected in the phasing and action items associated with each focus area.

Long term realization of the corridor vision requires multiple levels of execution from acquisition of funding to ongoing promotion of the vision within the community of stakeholders. The Avent Ferry Corridor vision will require multiple years of effort to achieve complete implementation. Some actions may be undertaken quickly and with minimal investment while others will require large capital allocations or significant

commitment from private developers through redevelopment and streetscape improvements. The proposed implementation plan balances practicality, budget, and potential impact to categorize projects as near-, medium- and long-term actions. Short-term actions are generally those that the City can accomplish without further study. These short-term actions (3-5 years timeframe) may address community prioritized issues, augment existing development momentum, and be visible to the community. These early achievements build excitement and can catalyze subsequent projects. Medium (5-10 years timeframe) and long- term (10+ years timeframe) actions require further study or are dependent on outside investment.

In addition to the three time scales, the following prioritization and phasing recommendations identify “easy wins” throughout the implementation process. These smaller scale but high visibility projects can kick-off larger scale capital projects to re-activate the community and build excitement.

Prioritization and Phasing

Implementation recommendations are listed below with projects and actions discussed within each corridor segment. Actions may take place across multiple segments at a time or efforts may focus in one segment as resources allow. Implementation is prioritized by safety, potential to serve as a catalyst for continued corridor improvement, and opportunity to leverage expected private development as listed above.

Corridor-Wide Tactics and Improvements

The momentum of support encouraged through the planning process should be continued through formation of a citizen's alliance group convened and led by community leaders. This group should be kept abreast of the ongoing planning, design, and construction processes through meetings, social media, direct mailing, and/or digital newsletters. This group, in turn, can advocate for and, when appropriate, challenge decisions to move implementation forward with the support of the community. Equally essential is a focused “champion” within the Raleigh political structure or community at-large to advocate for the ongoing implementation of the plan.

Early efforts should be made to refocus the planned pedestrian tunnel below Western Boulevard to provide access to both sides of the Avent Ferry corridor. With initial planning underway at the time of this report, prioritization should be to ensure this new linkage is considered in concert with NCSU, the proposed bus rapid transit system, and the Avent Ferry corridor as a whole.

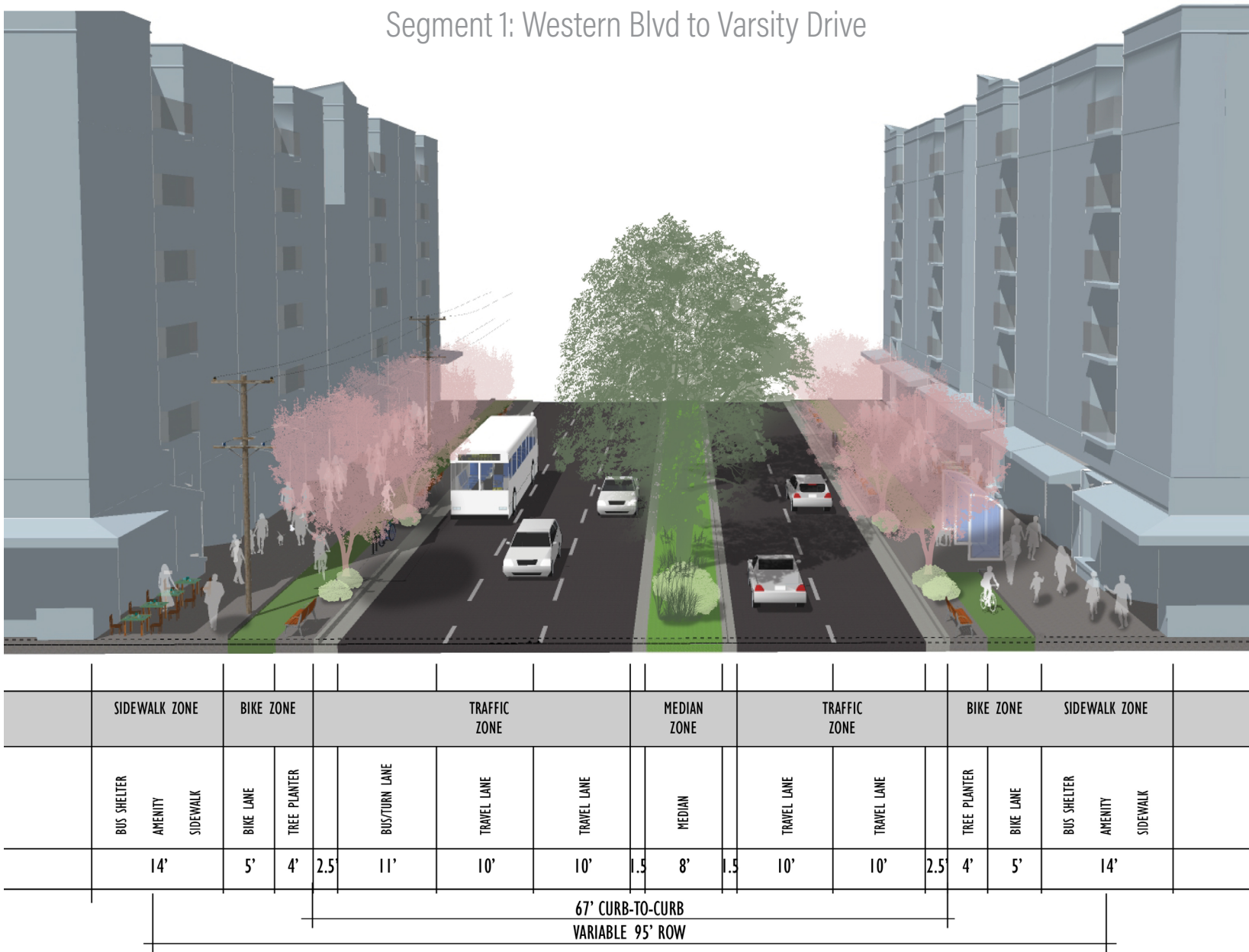
Though planned for implementation across the full length of the corridor, many of the corridor-wide transportation improvements should be undertaken incrementally. Reduction of the speed limit is recommended for the entire corridor. While this is a “free-standing” improvement that is not dependent on other actions, speed limit reduction should not be a near-term change. Public input prioritized faster and easier vehicular movement, so a speed limit reduction would appear to be counterproductive early in the corridor improvement process. Instead, speed limit reduction should follow high visibility improvements such as art installation and central planted medians to increase community buy-in.

Corridor Segment 1 Western Boulevard to Varsity Drive

This northern most segment of the corridor has been identified as a gateway as well as a development node anticipated to undergo significant change in the near term. For these reasons, implementation in this segment should prioritize establishing the corridor character and support of catalytic development. Priority in this portion of the Corridor should be on fostering sustainable and diverse mixed-use development. Review of zoning and planning documents to ensure the development in line with the corridor vision is supported should be a priority task.

Leveraging this anticipated development to incorporate public art and streetscape amenity improvements within the corridor furnishings and plantings vocabulary will provide great value in establishing a corridor identity with the potential to spur additional higher-value development.

Public concerns for bicycle safety and driver frustrations with bus stacking at bus stops near the Mission Valley Shopping Center as well as clear public interest in improving the driving experience at this portion of the corridor emphasizes the demand for realigning the right-of-way and traffic. Removing the existing street and establishing the traffic lanes, center median, bicycles lanes, planters and sidewalk areas as described in this report should be undertaken as soon as resources are available.



Corridor Segment 2
Varsity Drive to Gorman Street

The highest priority actions for the Varsity Drive to Gorman Street segment relate to pedestrian safety. Unsafe pedestrian crossings near Brigadoon Drive and Crest Road should be addressed as soon as possible. Possible interventions include installation of pedestrian

refuge medians and signalized crosswalks. These pedestrian crosswalks require a dedicated study and assessment of signalization types and traffic impact when resources are available so that resulting recommendations will be available prior to segment-wide right-of-way improvements. Longer term actions are to support redevelopment of aging multi-family residences.

Segment 2: Varsity Drive to Gorman Street



PRIVATE PROPERTY	SIDEWALK ZONE	BIKE ZONE		TRAFFIC ZONE		MEDIAN ZONE		TRAFFIC ZONE		BIKE ZONE	SIDEWALK ZONE	PRIVATE PROPERTY		
	SIDEWALK	BIKE LANE		TRAVEL LANE	TRAVEL LANE		MEDIAN		TRAVEL LANE	TRAVEL LANE		BIKE LANE	SIDEWALK	
	6'	6'	2.5'	10'	10'		11'		10'	10'	2.5'	6'	6'	
84' ROW MIN.														

Corridor Segment 3
Gorman Street to Athens Drive

Support of redevelopment of the Aventura Ferry Shopping Center is a long-term priority. Rather than depend on development to create improvement momentum, short-term efforts should be focused on improvement of the street section. Revising traffic lanes between Gorman Street and Athens Drive provides an attainable portion to enact the proposed street section. Leaving the

existing curb and gutter and full depth asphalt in place, lane paint can provide an early completed revision. This update is especially valuable where the existing south-bound bike lane ends in the uphill approach to Athens Drive. Removal of the full depth of the center of the street for installation of a central planted median is a recommended addition to contribute to the overall corridor character. *“Easy Win: Repaint lanes”*

Segment 3: Gorman Street to Athens Drive



PRIVATE PROPERTY	SIDEWALK ZONE		BIKE ZONE			TRAFFIC ZONE	MEDIAN ZONE			TRAFFIC ZONE	BIKE ZONE			SIDEWALK ZONE		PRIVATE PROPERTY
	SIDEWALK	TREE PLANTER		BIKE LANE		TRAVEL LANE		MEDIAN		TRAVEL LANE		BIKE LANE		TREE PLANTER	SIDEWALK	
	6'	6'	2.5'	6'	4'	10'	1.5'	8'	1.5'	10'	4'	6'	2.5'	6'	6'	
			EXISTING 56' CURB-TO-CURB													

Corridor Segment 4
Athens Drive to Tryon Road

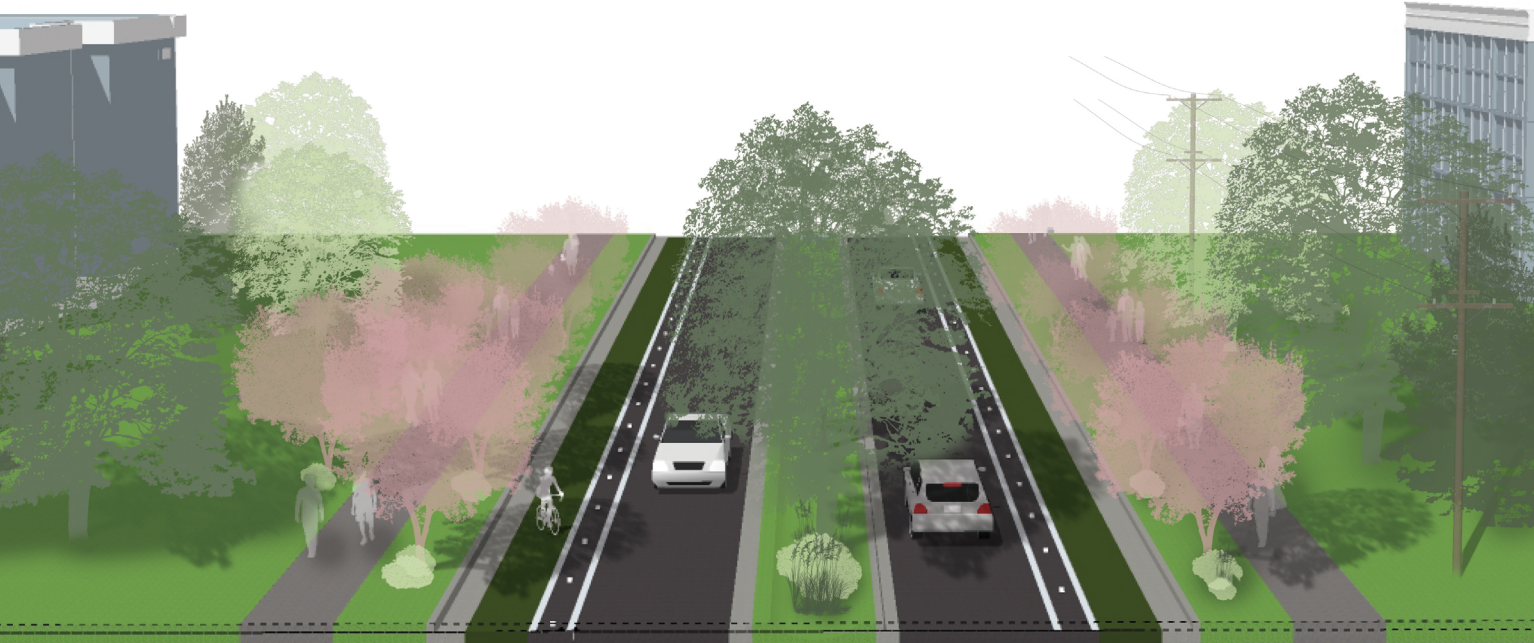
Similar to the northern-most segment, the southern segment connecting Aventura Ferry to Tryon Road serves as a corridor gateway. Implementation priority should be focused on efforts that contribute to establishment of the corridor character. While this heavily wooded and naturalistic portion of the corridor differs in character from the urban district bordering NCSU, use of public art, planted medians, and other unifying elements are important to establishing

the corridor identity, a priority identified through citizen outreach. Installation of high-visibility projects along this segment can help further projects gain traction.

A high visibility and relatively low cost project may include installation of sidewalk from Athens Drive to the Lake Johnson Recreation Area. Currently without continual pedestrian access, providing this pedestrian connection is a safety issue.

“Easy Win: Install sidewalk from Athens Drive to Lake Johnson Recreation Area”

Segment 4: Athens Drive to Tryon Road



PRIVATE PROPERTY	SIDEWALK ZONE		BIKE ZONE		TRAFFIC ZONE		MEDIAN ZONE		TRAFFIC ZONE		BIKE ZONE		SIDEWALK ZONE		PRIVATE PROPERTY
	SIDEWALK	TREE PLANTER	BIKE LANE		TRAVEL LANE		MEDIAN		TRAVEL LANE		BIKE LANE		TREE PLANTER	SIDEWALK	
	6'	6'	2.5'	4'	3'	10'	1.5'	8'	1.5'	10'	3'	4'	2.5'	6'	6'
76' ROW															

Implementation Matrix/
Budgeting Estimates

The following chart is a compiled Implementation Matrix composed of key action items determined as a result of this study. Organized by segment of the corridor, these action items identify policies

and tasks which should be considered by the City to work towards realizing the Vision outlined for the Aventura Ferry Corridor. Many of the items were highlighted in the preceding pages. Some additional items were added to the Matrix to guide the City in establishing policies and taking actions which will encourage development in the Corridor and adjacent properties.

Implementation Matrix
September, 2018

ACTION	IMPLEMENTATION PRIORITY			RESPONSIBLE AGENCY	AREA OF IMPACT (0=none, 1=low, 2=medium, 3=high)						COMMENTS
	NEAR	MID	LONG		TRANS.	SAFETY	VISUAL	CONNECT.	ECON. DEVELOP.	ECOLOGY	

Corridor-wide

--	--	--	--	--	--	--	--	--	--	--	--

URBAN DESIGN / IMAGE & CHARACTER

Development of Public Art Plan		X		Raleigh Parks, Rec. & Cult. Res.	0	0	3	0	1	0	
Development of Signage Plan		X		Raleigh Planning, Raleigh Parks, Rec. & Cult. Res.	2	1	2	3	1	0	
Adopt Corridor Plant Palette		X		Raleigh Parks, Rec. & Cult. Res., Raleigh Planning	0	0	3	0	0	3	Install in conjunction with development and infrastructure projects

TRANSPORTATION & CONNECTIVITY

Reevaluate Western Blvd. Pedestrian Underpass to connect all corners of Wester Blvd. and Aventura Ferry	X			RDOT, NCDOT, GoRaleigh	3	3	2	3	1	0	
Construct BRT Station and Western Blvd. Pedestrian Underpass		X		Raleigh Eng. Services	3	3	2	3	1	0	
Consolidate Bus Stops	X			GoRaleigh, Wolfline	3	3	2	2	0	0	
Improve Bus Stop Amenities		X		GoRaleigh	3	1	2	1	1	0	
Reduce Speed Limit			X	RDOT, NCDOT	3	3	0	1	0	0	

ACTION	IMPLEMENTATION PRIORITY			RESPONSIBLE AGENCY	AREA OF IMPACT (0=none, 1=low, 2=medium, 3=high)						COMMENTS
	NEAR	MID	LONG		TRANS.	SAFETY	VISUAL	CONNECT.	ECON. DEVELOP.	ECOLOGY	

Western Boulevard to Varsity Drive

DEVELOPMENT STRATEGY

Foster strategic partnerships to encourage sustainable, mixed-use and mixed-income development		X		Raleigh Planning, Raleigh ED, NCSU	1	1	1	2	2	1	
Review Comprehensive Plan and UDO for alignment with proposed redevelopment concepts	X			Raleigh Planning	3	3	3	3	3	3	Primary mechanism to enforce sustainable development across all areas of impact
Support Mission Valley and Surrounding Parcels to align with proposed redevelopment concepts		X		Raleigh Planning, Property	2	0	1	1	2	0	TOD focus
Promote existing funding mechanisms to encourage sustainable mixed-use development		X		Raleigh Planning, Econ. Dev., Housing & Neighborhoods	0	0	2	0	3	0	

URBAN DESIGN / IMAGE & CHARACTER

Install Public Art as northern corridor gateway	X			Raleigh Parks, Recreation & Cultural Resources	0	0	3	0	2	0	
Install Public Art at strategic locations		X		Raleigh Parks, Recreation & Cultural Resources	0	0	3	0	2	0	
Utilize Low Impact Development practices and Green Infrastructure with new development including vegetated sidewalk planters for infiltration		X		Raleigh Eng. Services	0	1	3	0	0	3	

TRANSPORTATION & CONNECTIVITY

Western Boulevard to Centennial Parkway Full Streetscape and Cross Section implementation	X			RDOT, Raleigh Planning, Raleigh Eng. Services, NCDOT	3	3	3	3	2	2	
Centennial Parkway to Varsity Drive Full Streetscape and Cross Section implementation	X			RDOT, Raleigh Planning, Raleigh Eng. Services, NCDOT	3	3	3	3	2	2	

ACTION	IMPLEMENTATION PRIORITY			RESPONSIBLE AGENCY	AREA OF IMPACT (0=none, 1=low, 2=medium, 3=high)						COMMENTS
	NEAR	MID	LONG		TRANS.	SAFETY	VISUAL	CONNECT.	ECON. DEVELOP.	ECOLOGY	

Varsity Drive to Gorman Street

DEVELOPMENT STRATEGY

Redevelop Aging MultiFamily Properties			X	Raleigh ED, Private PO	1	3	3	3	3	2	
Pursue land and/or easement acquisition for expanded greenway connections and parks				Raleigh Parks, Rec.&Cultural Resources, RDOT							

URBAN DESIGN / IMAGE & CHARACTER

Improve wayfinding at greenway intersection	X			Raleigh Parks, Rec.&Cultural Resources							
Street median Green Infrastructure installation		X		Raleigh Eng. Services	0	1	3	0	0	3	
Enhance Brigadoon Greenway Entrance Park			X	Raleigh Parks, Rec. & Cultural Resources	0	1	3	0	2	2	

TRANSPORTATION & CONNECTIVITY

Quick-build bicycle lane, sidewalks, and street restriping	X			RDOT, NCDOT, Raleigh Eng. Services	3	3	3	3	2	2	
Full Streetscape and Cross Section implementation		X		RDOT, NCDOT, Raleigh Eng. Services	3	3	3	3	2	2	
Study and assessment of signalization types and traffic impact	X			RDOT, Raleigh Eng. Services	0	3	1	3	0	0	
Evaluate consolidation of bus stops and pedestrian crossing improvements	X			RDOT, Raleigh Eng. Services, GoRaleigh	0	3	1	3	0	0	
Install Kaplan Drive Greenway Connection		X		Raleigh: Parks, Rec. & Cultural Resources	1	1	0	3	0	0	

ACTION	IMPLEMENTATION PRIORITY			RESPONSIBLE AGENCY	AREA OF IMPACT (0=none, 1=low, 2=medium, 3=high)						COMMENTS
	NEAR	MID	LONG		TRANS.	SAFETY	VISUAL	CONNECT.	ECON. DEVELOP.	ECOLOGY	

Gorman Street to Athens Drive

DEVELOPMENT STRATEGY

Support a Master Plan for site redevelopment		X		Raleigh Planning	0	0	3	1	2	1	Increases Tree Canopy, Creates Neighborhood atmosphere
--	--	---	--	------------------	---	---	---	---	---	---	--

URBAN DESIGN / IMAGE & CHARACTER

Planted street median		X		Raleigh Eng. Services	0	1	3	0	0	3	
-----------------------	--	---	--	-----------------------	---	---	---	---	---	---	--

TRANSPORTATION & CONNECTIVITY

Quick-build Street restriping	X			RDOT, Raleigh Eng. Services	3	3	2	3	1	0	
Median installation		X		RDOT, Raleigh Eng. Services	3	3	3	3	2	2	
Street Tree installation		X		RDOT, Raleigh Eng. Services	1	0	3	0	2	3	
Avent Ferry Shopping Center Crossing		X		RDOT, Raleigh Eng. Services	0	3	1	3	0	0	
Install Greenway Connection to Avent Ferry Shopping Center		X		Raleigh Parks, Rec. & Cultural Resources	1	1	0	2	1	0	

Funding

A portion of the Avent Ferry corridor study area falls within the City's targeted Economic Development program area. Businesses and properties located along the corridor may qualify for economic incentives such as the Business Investment Grant (BIG), Building Up-fit Grant (BUG), and the Façade Grant Program. The

City may also wish to explore additional funding strategies including Public Private Partnerships, establishing Tax Increment Financing, establishing a Municipal Services District, securing grants, and other community economic development funding sources. City Capital Improvement Funds (CIP) is expected to fund many of the infrastructure recommendations.

ACTION	IMPLEMENTATION PRIORITY			RESPONSIBLE AGENCY	AREA OF IMPACT (0=none, 1=low, 2=medium, 3=high)						COMMENTS
	NEAR	MID	LONG		TRANS.	SAFETY	VISUAL	CONNECT.	ECON. DEVELOP.	ECOLOGY	

Athens Drive to Tryon Road

DEVELOPMENT STRATEGY

Expand Lake Johnson Parking Options		X		Raleigh Parks, Rec. & Cultural Resources	2	2	2	1	0	1	
-------------------------------------	--	---	--	--	---	---	---	---	---	---	--

URBAN DESIGN / IMAGE & CHARACTER

Install Public Art as southern corridor gateway	X			Raleigh Parks, Rec. & Cultural Resources	0	0	3	0	2	0	
Install Public Art at strategic locations		X		Raleigh Parks, Rec. & Cultural Resources	0	0	3	0	2	0	
Utilize Low Impact Development practices and Green Infrastructure with new development including vegetated street median		X		Raleigh Eng. Services	0	1	3	0	0	3	

TRANSPORTATION & CONNECTIVITY

Avent Ferry ROW street improvements to install bike,ped, curb and gutter		X		RDOT, Raleigh Eng. Services, NCDOT	3	3	3	3	2	2	
Pedestrian Crossing South of Lake Johnson Causeway		x		RDOT, Raleigh Eng. Services	0	3	1	3	0	0	
Install Lake Johnson/Athens Drive Parking Greenway Connection with protected crossing		x		Raleigh Parks, Rec. & Cultural Resources	2	3	0	3	0	0	
Access Management - Closure of excess curb cuts		x		RDOT	2	3	1	0	0	0	

CITY PLANNING



Raleigh



City of Raleigh
City Planning Department
1 Exchange Plaza, Suite 300
919-996-2682
raleighnc.gov/planning